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Limelight Networks Special Edition

Digital Presence

FOR DUMMIES®

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Learn to:

- Take inventory of your current digital presence
- Choose the right tools to improve your digital presence
- Pull your resources together to build and maintain your digital presence in the future

Brought to you by



Jason Thibeault
with Ryan C. Williams



About Limelight Networks

For organizations that value online relationships, Limelight provides a portfolio of cloud-based services — uniquely differentiated through innovation and integration — that help customers more effectively engage audiences by creating, managing, and delivering an exceptional digital presence on web, mobile, social, and large-screen channels. Customers further benefit from Limelight's responsive business practices, exceptional service, deep domain knowledge, and from the massive power of Limelight's high-performance network in delivering their digital presence to any device, anywhere in the world. With Limelight, it's your story. Delivered.

Find out more about how Limelight can help you to create an awesome digital presence at www.limelight.com/digitalpresence4dummies.

***Digital
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LIMELIGHT NETWORKS SPECIAL EDITION

**by Jason Thibeault with
Ryan C. Williams**

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Table of Contents

Introduction1

About This Book	1
How to Use This Book	2
Foolish Assumptions	2
How This Book Is Organized	2
Chapter 1: Digital Presence 101	2
Chapter 2: Revealing the Anatomy of Your Digital Presence.....	2
Chapter 3: Analyzing the Cause of Digital Presence Deficiency.....	3
Chapter 4: Fixing Your Digital Presence	3
Chapter 5: Choosing Your Digital Presence Workflow Tools	3
Chapter 6: Putting Your Digital Presence First	3
Chapter 7: The Successful — and the Unsuccessful — Digital Presence.....	3
Chapter 8: Ensuring a Solid Digital Presence Future...	4
Chapter 9: Ten Super-Secret Digital Presence Insights	4
Icons Used in This Book.....	4
Where to Go from Here	4

Chapter 1: Digital Presence 1015

Digital Presence Is Here, Like It or Not	5
Digital Presence: What It Is	6
Finding Out That Your Digital Presence Has a Deficiency....	7
Understanding the Symptoms of Digital Presence Deficiency.....	7
Static content	8
Lack of rich media	8
Mobile what?	8
Global unavailability.....	8
Sloooooooooowwww-ness	8
Conversation? — Not!	9
Same story, different day.....	9
Fragmentation — the silent killer	9

Fixing Digital Presence Deficiency.....	9
Platform	10
Process.....	10
People.....	10
Ignoring DPD Is Not a Good Thing.....	10
Chapter 2: Revealing the Anatomy of Your Digital Presence	11
Telling Your Story Digitally.....	11
Uncovering Your Purpose.....	12
Selling a product to your customer.....	13
Influencer	13
Informer	14
Facilitator.....	14
Identifying Your Digital Touchpoints (And Targeting Your Audience).....	15
Websites.....	15
Social media	16
Facebook	17
Twitter	17
Google+	18
LinkedIn	18
Rich media.....	18
Direct customer communication.....	19
Ads.....	20
The Right Media for the Right Part of Your Story.....	21
Tell it	21
Show it.....	21
Video	21
Audio.....	22
Images	22
Multiple forms of media.....	22
Chapter 3: Analyzing the Cause of Digital Presence Deficiency.....	23
Undertaking a Digital Presence Assessment	23
Current situation analysis	24
Future digital strategy.....	24
Implementation roadmap	24
Value creation and measurement.....	24
Understanding Your Digital Presence Maturity	24
Capabilities.....	25
Content	25
Content management	26



Distribution and discovery	26
Engagement and experience	26
Conversion or monetization	26
Business intelligence.....	27
Technology.....	27
Creation	27
Management	28
Distribution	28
Data	28
Understanding the Challenges	28
Dynamic content.....	29
Rich media.....	29
Mobile access.....	29
Global availability	29
High performance	29
Social engagement	29
Optimization.....	30
Taking Action.....	30
Chapter 4: Fixing Your Digital Presence.....	31
Thinking (And Acting) Digitally.....	31
Managing Your Digital Presence with a Workflow.....	32
Content creation	33
Content management	33
Delivery	33
Engagement	34
Monetizing/conversion	34
Optimization.....	34
Starting Your Workflow with the Right Tools	34
Chapter 5: Choosing Your Digital Presence	
Workflow Tools.....	35
Using Integrated or Separate Tools	35
Integrated tools.....	36
Separate tools	36
It's not Colonel Mustard in the study	37
What's in Your Shiny, New Digital Presence Toolbox?	37
Websites/content.....	38
Rich media (video)	39
Mobile (sort of)	39
Delivery and performance.....	39
Social engagement	40
Optimization.....	40

Why the Cloud Kicks Butt	40
Anytime, anywhere access	41
Supporting team members worldwide.....	41
24/7/365 Availability	41
No software to upgrade/update.....	41
Managed availability	42
Workflow? Check. Tools? Check! People? Ummm . . .	42
Chapter 6: Putting Your Digital Presence First	43
Putting One Foot in Front of the Other	43
Knowing What Your Team Does	44
Sending Your Ambassadors Out into the World.....	45
Getting Your Ducks in a Row	46
Putting Everything in Line	46
Chapter 7: The Successful — and the	
Unsuccessful — Digital Presence	47
It's All about Storytelling Now.....	47
What Makes a (Business) Story “Good”?	48
A good story creates an emotional connection	48
A good story sells the company, not the product.....	49
A good story connects everything together	50
Knowing When Your Story Stinks	50
7UP	51
Chevrolet	51
Disney.....	51
Mars, Inc.	52
Evaluating the Common Failures in Bad Stories	52
When Stories Shine . . .	53
Chapter 8: Ensuring a Solid Digital Presence Future. . .	55
Checking Your Digital Presence (Often)	55
Making Your Story Stick.....	56
Combine media	56
Make it fun	57
Avoid socially/politically charged stories.....	57
Actively engage with users.....	57
More, not less.....	57
Keep it fresh!	58
My Story Stinks So How Do I Fix It?	58
Measure, measure, measure	
(and measure some more).....	58
Ask your customers.....	58
Test with more content.....	58

Chapter 9: Ten Super-Secret Digital Presence Insights	59
Your Digital Presence Changes	59
It's All about Context	60
Transmedia	60
Everyone Is Always On	61
It's All One Big Device	61
TV Time Is Dead	62
Digital Goes Physical	62
Your Story, Gamified	63
It's a World of Influence	63
The Ultimate Digital Presence Leverages	
All of These Insights	64

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Introduction

You can spend as much time as you want with shows about old-time advertising firms, but that world went away a long time ago (as did most of the fashions, thankfully). Today, you need to account for more than a killer print campaign and a three-martini lunch. Advertising no longer dictates to consumers — you need to engage with those consumers. It's all about storytelling now.

You can't count on a limited amount of media to carry your message for you, either. Gone are the days when you only had to buy ads on three television networks and in a few select newspapers. Modern consumers receive information from all different sources at any hour of the day or night in any location. You can't rely on a single event or big advertisement to get results anymore either. You have to be ready to communicate the right way at any moment, because you might not get another chance.

How you deal with online media, social networks, and the new marketing tools defines how your company or brand appears to consumers. It's your digital presence. So one thing hasn't really changed; you never get another chance to make a first impression. You're just confronted with so many more opportunities to make (or fail to make) that critical first reaction. Good thing you picked up this book, isn't it?

About This Book

This book discusses the idea of your digital presence, the components it entails, and how to evaluate your current situation. If none of the terminology in this book makes sense to you, the situation may be more dire than you think. That's why you need to assess your digital presence and recognize any shortcomings. Feel free to pat yourself on the back if you're doing anything right, however. Our aim is to reinforce good behavior too, after all.

How to Use This Book

There's no taskmaster standing over you making you read the book from front to back, and we won't show up at your door for a quiz later on. This book isn't big by any means, but it contains a great deal of useful information about digital presence (or the lack thereof). Read it in order, jump around, and review what you want. The book is yours.

Foolish Assumptions

We believe that anybody interested in this book can probably find their way around a web browser and understands the basic operations of the Internet. We also assume that you can deal with some basic marketing concepts and terminology. Finally, we're guessing that you're as connected with social networking as your average college student (or maybe you have a son or daughter who can help you get up to speed on social media).

How This Book Is Organized

Okay, so maybe we're including a concept that would be familiar to our old ad agency pals here, but this book still relies on chapters to organize all of the information. In this section, we briefly introduce you to each chapter so that you can decide how you want to proceed from here.

Chapter 1: Digital Presence 101

This chapter introduces the concept of digital presence and how it applies to your company or brand. It also speaks to the dreaded Digital Presence Deficiency.

Chapter 2: Revealing the Anatomy of Your Digital Presence

This chapter outlines exactly what constitutes your digital presence and which parts mean the most to your efforts.

Chapter 3: Analyzing the Cause of Digital Presence Deficiency

If your digital presence is lacking, this chapter helps you evaluate the shortcomings so you can start fixing the issues.

Chapter 4: Fixing Your Digital Presence

Did we mention fixing your digital presence? This chapter takes you through what you need to do to improve your digital presence.

Chapter 5: Choosing Your Digital Presence Workflow Tools

Some tools attack specific issues, while other tools provide a broad spectrum of assistance. This book outlines those tools and helps you choose the correct solution for your situation.

Chapter 6: Putting Your Digital Presence First

In order to make your digital presence really awesome, you need to put it at the front of your strategy. This chapter shows you how to accomplish this task.

Chapter 7: The Successful — and the Unsuccessful — Digital Presence

This chapter helps you recognize winning strategies and avoid the pitfalls of any losing efforts you may think about implementing.

Chapter 8: Ensuring a Solid Digital Presence Future

Having a successful digital presence takes a lot of effort. This chapter helps you keep it that way.

Chapter 9: Ten Super-Secret Digital Presence Insights

We may be exaggerating the “super secret” part a bit, but this list of insights will help you maintain your successful digital presence.

Icons Used in This Book

This book even has some handy little pictures in the margins to call out certain information. You don’t *have* to read them, but we put them in for a purpose.



This icon reinforces some important information. Pay attention!



This icon calls out some tips and tidbits we hope you feel worthwhile.



Okay, pay some special attention to this icon. You don’t want to go down this road if you can avoid it.

Where to Go from Here

Just jump in! You’ll get all kinds of useful information whether you follow the chapters in order or skip around at your leisure. Enjoy!

Chapter 1

Digital Presence 101

In This Chapter

- ▶ Understanding your digital presence
- ▶ Knowing what's in your digital presence
- ▶ Recognizing Digital Presence Deficiency
- ▶ Delving into indicators of Digital Presence Deficiency
- ▶ Taking steps to improve your digital presence
- ▶ Paying the consequences

Every business today has a digital presence: your website, your Facebook Page, your Tweets on Twitter, pins, tumbls, and stumbles. It's also your mobile apps, your online support center, and your digital advertising — in other words, it's the combination of every way in which you interact with and touch your customers, users, and partners in the digital world.

This chapter takes a look at the basics of how all your online activities interact to create your digital presence. It also delves into the ways in which your digital presence may be suffering, how to recognize it if it is, and how to get started fixing it.

Digital Presence Is Here, Like It or Not

For those businesses that choose to ignore their digital presence, we've got news for you — you can't get away from it. The digital world isn't a fad, and it isn't a world that's going to disappear tomorrow (or anytime soon). In fact, research shows that more and more people evaluate a product online before they ever make a purchase. And if you're one of those

businesses, or are responsible for its online activities, you simply can't afford to ignore your digital presence any longer. You have to love it, nurture it, and cultivate an effective digital presence in order to effectively compete in today's global digital economy.

And, even if you are committed to your digital presence, it may be suffering from a malady we call Digital Presence Deficiency, or DPD for short, that can undermine all of your digital marketing efforts and even the future of your business. DPD is worse than pouring money down the drain. We discuss the DPD problem later in the section, "Finding Out That Your Digital Presence Has a Deficiency."

Digital Presence: What It Is

The term may sound complicated, but *digital presence* is a simple concept — it's the overall effect of all your digital touch points. It's how you represent your business online and can consist of all sorts of activities, such as:

- ✓ Your blogs
- ✓ Comments in discussion forums
- ✓ Facebook Pages
- ✓ LinkedIn profiles
- ✓ Mobile applications and websites
- ✓ Newsletters
- ✓ Reviews on buying sites
- ✓ Twitter profiles
- ✓ Websites

And those examples are definitely not an exhaustive list! Think of your digital presence as any way in which you interact with customers via digital channels — comments on your blog, visitors reading your web pages, fans on your Facebook Page. All of it.

Before we can discuss how you can make your digital presence top quality, though, we need to talk about DPD. You'd be surprised how many companies suffer from it.

Finding Out That Your Digital Presence Has a Deficiency

Digital Presence Deficiency consists of several indicators, but here's one of the most common symptoms: the amount of time visitors spend on your website is declining. And you aren't the only one paying attention to that sinking number.

Yet another scathing e-mail from your CEO regarding the lack of web traffic and engagement on your website? Visitors are bouncing off at an alarming rate. Blog posts go months without a comment and when you dig into the logs, you know there's no way they could read that blog post in 10 seconds. Whether marketing or IT is your area of expertise, many of you have received *that* e-mail because your CEO understands the business impact of a company's website — web traffic isn't just about random visitors. Every visitor is either a potential (or an existing) customer. And if those visitors leave your home page, exit out of your sales funnel, or (heaven forbid) abandon shopping carts, your bottom line erodes.

Of course, website visits are just the tip of the iceberg. When you get that dreaded e-mail, you start digging into the other digital initiatives you started last month . . . or last year, like your Facebook Page, LinkedIn profile, Twitter account, or your blog. Once you start that investigation, you may find that nobody's interested in your company. Nobody is talking about your brand or your business at all. You find old comments on your content, Facebook posts with no conversation, and Tweets so old they make that jar of peanut butter in your pantry taste like you bought it just the other day.

That's when you know you have Digital Presence Deficiency.

Understanding the Symptoms of Digital Presence Deficiency

After that e-mail from your CEO and your own investigations, you come to a disheartening conclusion — your digital presence fails to engage your customers. Simply put, it's deficient.

The following sections take a look at some of the root causes of DPD.

Static content

When was the last time you updated the content on your website? How about a Facebook post, a Tweet, or a blog entry? If you don't know or are too embarrassed to admit that it's been a long time, then you're well on your way to discovering a contributing cause of your deficiency.

Lack of rich media

Are you using video to tell your story on your website or a YouTube channel? If you aren't, your digital presence most likely fails to engage your audience and is contributing not only to your DPD but also to the increase in traffic on your competitors' websites.

Mobile what?

Your customers are mobile. They use really cool phones and these tablet things, and they expect to be able to view your website on these devices. What does your website look like on an iPhone or a Samsung Galaxy (or whatever the latest device is)? DPD sufferers won't know the answer to that question.

Global unavailability

Whether you like it or not, your company is global. What happens when someone in Germany finds your product online, reads some reviews, and wants to order it? If your website isn't equipped to help everybody out (no matter where they're located), then you're in trouble. Your entire digital presence should appeal to a global audience (even if it isn't in their native tongue).

Sloooooooooowwww-ness

DPD can include a slow digital presence, which might be a website that takes 10 seconds to load or a video that buffers

with that darn spinning hourglass thing. Customers won't wait for your digital presence to load. They'll simply bail.

Conversation? — Not!

You must interact and engage with your customers through all the content that you publish via all those channels. DPD sufferers usually blast out their message (often the same message to every channel) rather than looking for ways to engage users through that message.

Same story, different day

What perpetuates DPD? An inability to make changes to improve digital presence, that's what. Without reports, data, and metrics, you can't tell what kind of content has the best impact in each channel. And that's what you need to make the kind of content with which your visitors and users really connect.

Fragmentation — the silent killer

At the heart of an awesome, compelling, and engaging digital presence is a consistent experience. According to market research by Google, consumers employ a variety of devices each day to access their information — smartphones, PCs, and even smart TVs. That means that consumers may experience your digital presence on their phones, then on a tablet, and then on their computers (sometimes at the same time). If your digital presence doesn't deliver the same message tailored for a specific channel, you'll only confuse your customers. For example, the delivery style differs from desktop browser to mobile app, but the overall message, branding, and experience must stay the same. And it's pretty hard to deliver a consistent digital presence when you're using three different tools with five different channels managed by eight different people in your organization.

Fixing Digital Presence Deficiency

If you are going to take your digital presence seriously, you need to understand the Three Ps.

Platform

Stop thinking of the tools you use to publish, manage, and deliver your digital presence as tools. They're now part of a *digital presence platform* and — whether they're part of the same product or connected via other methods like APIs (application programming interfaces) — they help you provide a consistent digital presence across devices, anywhere in the world.

Process

Is storytelling a part of your company's DNA? Creating the kind of digital presence that your customers will remember (and talk about) depends on having the processes in place that support creating and publishing the content that tells your story. Those cutting-edge businesses with awesome digital presences (see Chapter 8) — they see themselves as publishers, and they've re-tooled their organizations to reflect it.

People

The people in your company tell your story. That's why the third part of your remedy involves your entire business. You don't want your marketing folks talking to the developer community — you want the right people engaging with your customers.

Ignoring DPD Is Not a Good Thing

It's hard to ignore the impact of the digital world on local and global economies. Consumers increasingly rely on their devices to not only gather information but also to interact and engage with each other — and with you! These customers stand in front of shelves and look at product reviews. They search for local stores in their area with the best ratings. They stay longer on websites that provide more engagement; websites that tell a story that appeals to their emotions. It's your digital presence that can differentiate you from your competitors.



In today's world, you don't want to leave those customer interactions to chance with sub-par content.

Chapter 2

Revealing the Anatomy of Your Digital Presence

In This Chapter

- ▶ Creating the content to tell your story digitally
- ▶ Revealing the purpose of your digital presence
- ▶ Identifying your digital touchpoints
- ▶ Using the right medium to engage your audience

Your digital presence presents your business online, but just “being there” doesn’t mean your digital presence is sufficient. Your digital presence must convey a compelling, consistent story across all devices and media.

This chapter breaks down the anatomy of your digital presence into three core components:

- ✓ **Content:** Your story
- ✓ **Purpose:** What you want to accomplish with your story
- ✓ **Touchpoints:** The digital channels you use to engage your audience

Telling Your Story Digitally

Throughout history, humanity has turned to storytelling to create a connection. We bond through stories, and we personify them. And most importantly, we share them with other people. From cave drawings to the Internet, storytelling is a key component of how we engage with each other.

Stories are just as powerful in the businesses world. They connect people to your brand and your products. And, in the digital world, you tell your story through your digital presence.

By telling a story or showing a video about people using your products to solve real-world problems, you facilitate a connection between the potential customer or user and your company. Purchasing is simply a natural extension of connecting with that person who is using your product.

Are you thinking you can be a storyteller? Fantastic (even if you didn't say yes, we'll pretend that you did). Okay, ready? The first step to becoming a digital storyteller is to understand the purpose of what you are trying to accomplish in the digital world.

Uncovering Your Purpose

Purpose drives your digital presence because it shapes your story. Understanding your purpose means answering the question, "What am I trying to get my customers to do?" Do you want customers to put something in a shopping cart on your website? Sign up for a subscription service? Talk to their doctor about a new medication? You may find that you do more than one. That's okay. The world needs more overachievers.

Your digital purpose defines what your company does along two axes — the value of content and the transactional nature of the website. Based on where you fall on those axes, you can further categorize your purpose to align with some common website behaviors — selling products, influencing users to buy something somewhere else, selling content, or facilitating some online activity that involves both content and transactions. Check out Figure 2-1. It's not really that complicated and doing this exercise gives you the critical piece of information that will put your entire digital presence into context.

Go ahead, take a stab at it. Involve as many people as you can. Have a "let's figure out our digital purpose" party.

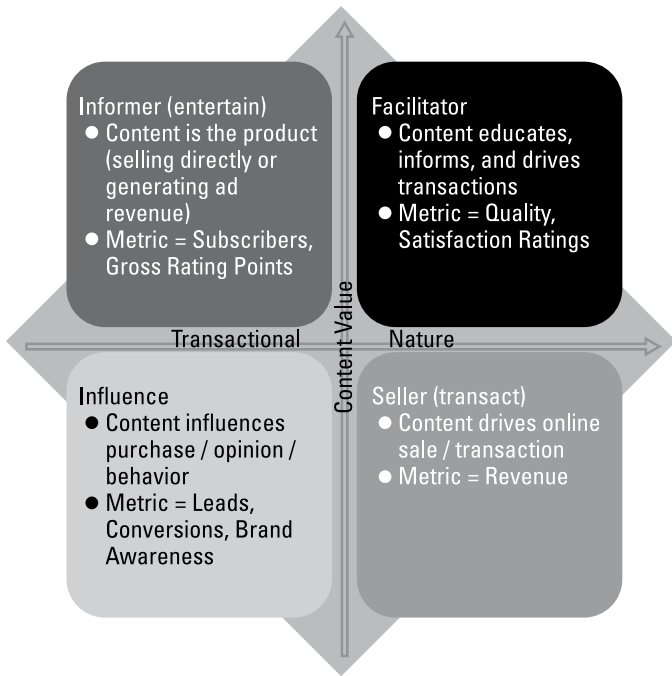


Figure 2-1: The two axes of your digital purpose.

Selling a product to your customer

Having this purpose means that you want customers to put something into their cart, enter their credit card information, and click the Buy button. Your story must convince prospective customers to part with their hard-earned cash. Some good examples of online sellers are

- ✓ Amazon.com
- ✓ Bestbuy.com
- ✓ Walmart.com

Influencer

Being an *influencer* means that you want to convince customers to buy something (even if you don't necessarily sell that

something). You, therefore, must be a trusted source of information about one or more products or services. Some good examples of influencers include

- ✓ Automotive insurance providers
- ✓ Automotive manufacturers
- ✓ Healthcare insurance providers
- ✓ Pharmaceutical companies
- ✓ Review sites like ConsumerReports.org and Yelp.com

Informer

If this is your purpose, selling content (such as pay-per-view events, music, or other productions) is your business. You might generate revenue from ads or subscriptions but without content, your business is dead in the water. You're probably familiar with some great informers:

- ✓ Hulu
- ✓ Netflix
- ✓ Pandora
- ✓ *The Wall Street Journal*

Facilitator

Facilitators do a little of everything. Perhaps you sell premium content or help your customers by providing information they can use to make a decision. Your website (or mobile app) might enable some sort of transactions, such as stock trades. You might even have brick-and-mortar locations. Take a look at these examples:

- ✓ E*TRADE
- ✓ Fidelity
- ✓ Vanguard



Knowing your purpose enables you to take stock of your story and tailor it to one or more digital touchpoints.

Identifying Your Digital Touchpoints (And Targeting Your Audience)

Digital touchpoints include services, websites, and other digital means through which you publish your story for customers to consume and engage — you already know quite a few:

- ✓ E-mail (including annoying newsletters)
- ✓ Facebook
- ✓ Review sites (hopefully containing glowing recommendations for your product or service)
- ✓ Tweets
- ✓ Your corporate website

Each touchpoint carries inherent expectations. For example, users don't expect your web page content to be 140-character messages, such as Tweets on Twitter. For more about what happens when you break those expectations, check out Chapter 7.

The following sections take a look at some of the most common digital touchpoints available to you today and how to target your audience.

Websites

Your website was once the primary means by which your users learned about your company and what it had to offer. Websites started out as electronic brochures and evolved into a dynamic experience featuring personalized content. You want that experience to support your purpose (refer to the earlier section, “Uncovering Your Purpose”).

Landing pages and microsites

Landing pages and microsites are critical for businesses that are active in digital marketing. These one- to two-page websites (often with a unique domain name) are designed to tell a very specific part of a story and support individual marketing campaigns. For example, an automotive manufacturer launching a

new car will feature that car on their website. They might also develop an entirely separate website just for that car. That way, they can highlight the new model (even using a design and content that more accurately reflects its target market) without disrupting the main website that features all of their cars.

You must know who visits your website and where on your site they have browsed before. The great thing about websites is how flexible they are. You can incorporate comments, such as via blogs and social media. For example, you can create a Twitter hashtag for the key pages on your site and integrate any Twitter conversation on that hashtag into the page itself to engage visitors. And don't worry if your competitors co-opt the hashtag. Just incorporate them into the conversation (in a professional and polite way, of course). Doing so makes you look good.



Your website is your home base. If you use it correctly, all your other touchpoints will drive people into the sales funnels that you define and can track on your website.

Social media

People use social media to connect with each other, companies, celebrities, and even brands. But regardless of the connection, social media is a way to share experiences and information (both text and rich media). Social media services support communication that is both *asynchronous* (people can respond to communications when they want to, like posts and comments on a Facebook page) and *synchronous* (people can have conversations in real-time, such as on a telephone call). Although most social media sites operate asynchronously, all services allow direct conversations with customers.

Regardless of the social network, they all require you to keep the content coming consistently (don't wait weeks or, heck, even days to post). Find interesting articles across the web and post them to your accounts. Build an identity as a "thought leader" with relation to your products and industry.

When it comes to the social media service to use, you have plenty to choose from but really there are only four major contenders:

- ✓ Facebook
- ✓ Twitter
- ✓ Google+
- ✓ LinkedIn

Facebook

With almost one billion users worldwide, Facebook is the current king of social media. But Facebook doesn't just connect people with each other. Facebook uses powerful business-focused features (including advertising) that enable you to create a self-contained website within the social network. A June 2012 Comscore report shows a definable uplift in online and offline sales resulting from "Likes" and "Friends of Likes" to a company's Facebook brand page.



Your Facebook Page needs to be well thought out. Don't just create a page to "check off a box" on whatever marketing strategy checklist you might use. Make your page robust enough that the user who wants to visit it instead of your website can find what they need.

Twitter

This powerful social network can be an enigma to companies that just don't get the 140-character limitation. Just remember that Twitter, more than any of the other networks, is an engagement machine based on time-delay instant messaging. And that makes it powerful. Just look at what happened during the 2012 Summer Games when Usain Bolt won the 100-meter dash. That single event prompted 70,000 Tweets per minute. Now, that's like winning the engagement lottery.



Twitter works best when used to surround events, like the release of new content (such as a whitepaper, a webinar, or

a tradeshow). Hashtags (such as #youreventhere) allow you to track and aggregate conversations around those events so that you can leverage them later through other touchpoints.

Google+

Google's answer to Facebook doesn't provide near as many users, but Google+ remains a powerful (and growing) social network. Google+ offers many of the same features as Facebook with one interesting exception: Hangouts. Hangouts allow you to set up a public video chat and let anyone who wants to participate join in the fun. How about using Hangouts to promote a session on best practices using your service?



Don't set up a Google+ page unless you present an active presence on that service. Nothing is worse than committing to a social network and never updating it or engaging with users through it. That's Digital Presence Deficiency in a nutshell.

LinkedIn

This "business social network" isn't like Facebook or Google+. LinkedIn doesn't let you create a social networking "micro-site." Instead, you create what amounts to an online résumé and CV for your business. LinkedIn does help you target customers who have customers (you know, customers with titles like CIO or CMO or VP of Engineering), though. If you want to reach those people through this social network, then you should have a robust presence here (even if it is all about driving those prospects to your website).



LinkedIn includes "status updates" and "groups." Like the other social networks, if you have a presence here, don't just make it a placeholder and hope that people navigate to somewhere else you can engage with them. Presence equates to participation. Use frequent updates and group participation to drive your engagement.

Rich media

Rich media includes video, audio, images, and any other type of media that you can incorporate into your story. That range incorporates everything from a simple slideshow to 3D virtual worlds.

Video has been proven to keep users on pages and sites longer than any other form of rich media. Keep videos short and sweet, however, or ensure that the first 20 to 30 seconds are really engaging (rather than setting up what comes next). That way, your audience can consume your content on mobile devices where users may not have the time to spend watching longer videos.

YouTube remains the recognized leader in distributing online video. It may not be on the same level of content as Netflix or Hulu, but YouTube is the first choice for businesses, brands, and people to get their videos out to the world. Use YouTube to reach a large and diverse audience.



You can even use YouTube to drive content back to your site. For example, instead of publishing your entire video on YouTube, post a 20-second clip with a call-to-action to come back to your website to get the full video. GoDaddy.com has done a great job of this in their TV commercials. You get the benefit of YouTube's audience and users "discovering" your video, but you get to engage the viewer on your home base — on your own terms with your own technology.

Direct customer communication

Direct customer communication bypasses broadcasting or other social media posts. Anything that ends up in an inbox (like e-mail or a direct message [DM] on Twitter or Facebook) constitutes *direct customer communication*.

Because direct customer communication is intimate, you must make these communications meaningful. If you send too often or abuse the right, people will ignore whatever you send. That's bad.

E-mail newsletters are the backbone of any marketer's digital arsenal. These personalized communications arrive in an inbox specifically because that person requested them. This opportunity engages directly with users and ties all your touchpoints together in a format that users look at every day.

Remember, though, that you know something about each user to which you are sending. You might have captured demographic, industry, or other data when they signed up

to receive your newsletter. Armed with that information you shouldn't just pump out one newsletter for your entire customer base. Categorize your newsletters. Send out bunches of different newsletters. It may take more time, but it also might greatly increase your click-through rate.



Don't overuse newsletters. Newsletters must have a point and not just a recurring date on the calendar. When users get newsletters (and they may get a lot of them), they have to be poignant and purposed in order to grab attention.

Ads

Most people think of ads as a shameless way to convince people that they should buy your product. But your advertisements (including banners on different websites or billboards on the side of the road) can tell your story and evoke that emotional connection between consumer and content. Take the "Got Milk?" campaign as an example. While the advertising was all about getting people to buy milk, it also told the story about how the creamy white beverage could meet our needs in different parts of our lives, from finishing off a hard day with a relaxing Oreo dunk to toasting the groom with a White Russian.



Your advertising should focus on a part of your story and drive the consumer to a specific landing page or microsite that supports the messaging in the ad. Hit them with something pithy and compelling in the ad and reinforce it on the Web. That's digital strategy guru-dom.

Ads or advertising?

Sure, advertising is the activity of delivering ads, but advertising as a verb (as in *action*) sometimes carries a negative connotation (talking "at" customers). In order for your ads to be effective, they have to be part of your story. That story is not about your product but features characters using your product and

creates an emotional connection between consumer and company. Advertising has limited space for words (when there are lots of words, it's called an *advertorial*) so it relies on images. Think about your product. Select images that evoke emotional engagement with what's in the image, not just your product.

Traditionally, advertisers tried to place more ads in more locations to get people to take notice. Not in this new, digital world with all its noise and demands. If you use ads in this manner, those ads become part of the static. Make your ads part of your story to rise above the noise. Banner ads on websites will probably feature a different part of your story than video overlay ads. Pick the right story elements and narrative parts and fold them into ads that engage.

The Right Media for the Right Part of Your Story

Users expect different content through different touchpoints, such as short updates in Twitter and full pages of content on your website and Facebook Page. Different media may be more applicable to different parts of your story.

Tell it

Tried-and-true storytelling uses the power of the written word to tell a story. You tell your story through your website, press releases, whitepapers, datasheets, brochures, and other sources. Use well-crafted writing to engage with your audience.

Show it

Storytelling (or in this case, *story showing*) in the digital world includes video, audio, images, and other rich media that engrosses and captivates through sensory engagement. The best type of media for you depends on the part of your story that you're trying to tell. Here are three types of media through which you can show and tell your story.

Video

The power of video to engage and interact with users is proven. According to *Internet Retailer*, visitors who view product videos are 144 percent more likely to add products to their cart than other shoppers. Yeah, it's okay that your jaw is hanging open. We understand. Just remember that creating video can be an involved, demanding process. You have to commit to creating quality video to tell your story.

Audio

Hearing how your product or service sounds (or listening to people talk about how awesome it is) can be just as powerful. Imagine that you sold mufflers for performance cars and motorcycles. How cool would it be to share the sounds of those mufflers in action? These audio links engage customers emotionally rather than intellectually.

Images

Why write a thousand words when you have a picture?

Infographics (information presented in a visually pleasing form such as the front page of *USA Today*) present an engaging way to communicate complex processes and ideas. Why not make a few infographics then? People love to Tweet about them, giving you a ton of social media buzz.

Multiple forms of media

Mix it up. Variety is the spice of life . . . and your story! Examine what story elements you are trying to get across and ask yourself how they can best be conveyed. Show precisely how your product or service works. Remember that not everyone engages with content in the same way, even in the same touchpoint. Don't be afraid to tell the same part of your story in different ways, through different touchpoints, using a variety of media.

Chapter 3

Analyzing the Cause of Digital Presence Deficiency

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In This Chapter

- ▶ Assessing your digital presence
 - ▶ Understanding your Digital Presence Maturity
 - ▶ Realizing the challenge of improving your digital presence
 - ▶ Taking the necessary improvement steps
-

Have you ever opened your refrigerator and been blasted by the smell of something not quite “fresh”? That experience is like being confronted with your stale digital presence. Engagement is down. Traffic is down. Something stinks. This chapter delves into the complex puzzle of digital presence issues that you face and breaks down those deficiencies into a series of components that you can improve. Here, you assess your Digital Presence Deficiency (DPD) needs, plot out the steps to fix it, and follow through on your plan. You’re on your own though when it comes to your fridge.

Undertaking a Digital Presence Assessment

Recognizing that you have DPD is the first step to fixing all your problems (refer to Chapter 1). Taking a Digital Presence Assessment (kind of like taking your temperature but without the thing under your tongue) provides you with a clear

picture on what, exactly, needs to be fixed. A Digital Presence Assessment is divided into the following four phases.

Current situation analysis

The first assessment phase takes a look at your current state of affairs and figures out where things are wrong. This part of the assessment links to your Digital Presence Maturity discussed later in this chapter in the section “Understanding Your Digital Presence Maturity.”

Future digital strategy

The second phase builds a strategy: where are you now and where do you want to be? What steps will it take to get there and how will you meet the objectives of your purpose? If you are a seller or informer, your strategy needs to focus on converting viewers to customers. If you are an influencer, your strategy should probably focus on traffic and impressions. Refer to Chapter 2 for more about your purpose.

Implementation roadmap

The third phase puts your strategy into action. Think of this phase as a treasure map for finding that great and shiny digital presence that’s just waiting to come out.

Value creation and measurement

The final phase of your assessment never ends. You can’t just put a bunch of new groceries in the fridge, shut the door, and forget about it. Before you know it, something will start to smell again. So this phase is all about measuring, optimizing, and adjusting your digital presence now and forevermore.

Understanding Your Digital Presence Maturity

Your maturity depends on how advanced you make your processes and technologies for creating, delivering, and

managing a digital presence. Companies with more mature digital presences can use advancing technology to carry out well-planned and multifaceted content strategies. You can probably guess that more mature digital presences are also more awesome. Assessing your digital presence maturity means looking at where you are currently, where you want to be, and where your competitors are. Combined, this creates an actionable gap analysis (see Figure 3-1).

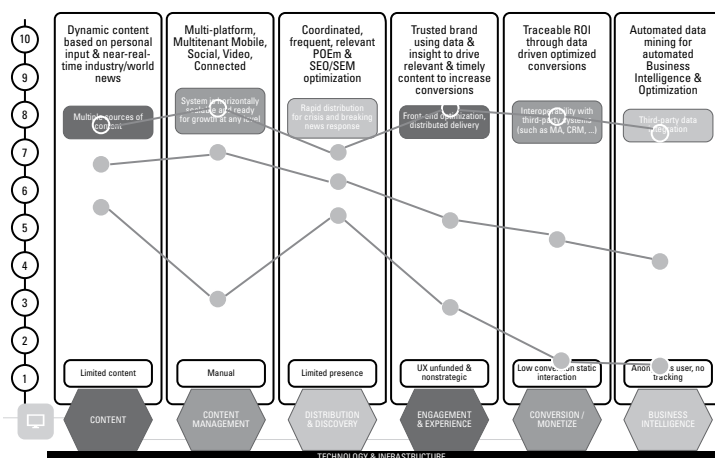


Figure 3-1: An actionable gap analysis.

You can analyze and understand the maturity of your digital presence by looking at what your digital presence is capable of and what technology it uses.

Capabilities

Every company's digital presence involves six core capabilities: content, content management, distribution and discovery, engagement and experience, conversion, and business intelligence.

Content

Content is what you publish. Is it personalized? Is it static? Companies with a mature digital presence publish dynamic content that tells a consistent story across any channel using calendars and publication dates. Companies with an immature digital presence tend to publish sporadically. If

those companies have ideas, they immediately put them on Facebook without thought to timing, strategy, or the correct digital touchpoint (refer to Chapter 2). Don't be one of those companies.

Content management

Companies that have a mature digital presence often employ a unified, web-based tool that enables them to publish to lots of different channels. Companies with immature digital presences use crayons and coloring pages. Okay, seriously, companies with immature digital presences use lots of disconnected tools: one tool for video, one for mobile, one for the Web, and so on. That strategy makes it hard to manage the tools themselves, let alone the content you need to publish.

Distribution and discovery

These two elements represent how effectively you distribute content to various channels and how easily users can discover your content in the various digital touchpoints they frequent. Companies with a mature digital presence deliver content specific to each channel and distribute to every channel they can find (yes, it's more work, but it's worth it). Immature digital presences just blast content everywhere and hope for the best.

Engagement and experience

These two elements illustrate how well you create a consistent content experience and engage with (not "talk at") your customers or users. Companies with mature digital presences provide a consistent experience with their content regardless of the channel. They present the same brand, same tone, and same messaging every time. Finally, companies with a mature digital presence actively engage in two-way conversations with their customers via social media, e-mail, web comments, or other means. Those with immature digital presences fail to do any of that.

Conversion or monetization

It's all about the Benjamins. If you aren't making money with your content, what's the point? Conversion doesn't have to be an overt process, but it does have to be actionable. And that action needs to relate to your purpose. A company with a mature digital presence aligns its story and its purpose using multiple tools and systems (like marketing automation

services) to help maximize conversion or monetization of visitors and customers. In other words, their content clearly supports their purpose. A company with an immature digital presence often doesn't recognize its purpose in the first place. Even if it does, it isn't sure of how to really funnel conversions and monetization.

Business intelligence

Your digital presence doesn't take care of itself. Business intelligence (BI) covers how well you analyze and optimize the content you publish. Companies with mature digital presences understand the importance of data. They look for every opportunity to incorporate feedback received via consumer engagement to guide and improve their content. Companies with immature digital presences don't have a good handle on the data. In fact, they may be collecting it and not even know they have it! They just keep doing the same old thing.

Technology

A layer of technology underpins all six capabilities. That layer can range from servers and bandwidth to cloud-based resources. But technology also covers the software you use. Are you shackled to decrepit content management systems for managing your website? Do you suffer with homegrown systems that have outgrown their usefulness? Your technology maturity breaks down to four simple categories: creation, management, distribution, and data.

Each of these categories combines software and infrastructure. Companies with a mature digital presence often use web-based distributed software to avoid crippling IT bottlenecks when new features are needed. These companies don't have to worry about the cost and headaches associated with expanding their own infrastructure either. Finally, these companies also tend to employ lots of outsourced infrastructure (that is, through a cloud provider or data center) so that content and data are extensible, flexible, and available. Immature digital presences usually use old, clunky software and lots of dedicated machines that they need to manage.

Creation

You use this kind of software to create your content. Hopefully, your software choice allows for easy upgrades to

new features (like social media integration) and changes to published content without an IT help ticket.

Management

This kind of software manages your existing content and digital assets (such as pictures and videos) enabling you to quickly distribute them to your website and other far-flung Internet services. You want software that gives you a one-stop shop for selecting which content to publish rather than spreading that content around individual machines using disconnected applications or databases.

Distribution

This type of software moves content from your repositories to all manner of locations, including Facebook and your website. In this case, you should look for cloud-based services with built-in support for video streaming and technologies that ensure availability and high performance of your content. Your alternative is doing it yourself via specialized media servers and your own network bandwidth. That option sounds as clunky and unmanageable as it is in reality.

Data

This final software type collects and analyzes all the data about engagement with your digital presence. If you use Microsoft Excel, you've got a lot of work ahead of you. Again, think about larger cloud-based tools that perform real-time analysis. They're out there, and they're not science fiction. Think something more along the lines of Google Analytics and other services that measure engagement metrics.



A mature digital presence allows you to anticipate changes and adapt your content to meet and exceed those challenges as they come to you. You need a sound strategy and the tools to execute that strategy.

Understanding the Challenges

Every company faces challenges when building, managing, and delivering a captivating digital presence — regardless of maturity. Companies with more mature digital presences simply address more of these challenges in a better fashion. As you dig into the maturity of your digital presence, think

about these challenges and the changes in your capabilities and technology you might have to make to address them.

Dynamic content

Your content must change constantly. If your content isn't fresh and inviting (like new blog and Facebook posts on a regular basis), it won't engage your audience or keep them coming back for more.

Rich media

Consumers, users, and visitors have less time to read through it all. Use flashy, moving pictures to increase interaction. Data has shown that video helps keep visitors on web pages longer. Duh.

Mobile access

Ensure that your content can be consumed on smartphones and tablets in a functional and pleasing manner. Your customers are on the go, and you must be mobile as well.

Global availability

Services like UPS and FedEx tackle the logistics part. If someone wants your product, they can get it. Anywhere. Your digital presence needs to be available anywhere in the world, even if it's not in someone's native tongue.

High performance

Slow sites, buffering video, and other problems that make the experience less than blazing fast will scare visitors and customers off to your competitors. Take steps to ensure that your digital presence rides the fastest rails possible to your audience.

Social engagement

Do the wrong thing and your Facebook Page will be filled with lots of angry, negative comments. And when you're striving

to build an awesome digital presence, that might feel the same as splattering paint on the Mona Lisa. Maintain a strong, engaging social presence.

Optimization

Make sure that you capture all available information and use that information to analyze your engagement effectiveness and create your superb digital presence.



Your content needs to be as adaptable as your strategy.

Taking Action

You must present a mature digital presence. End of story. This critical step might be the single-most important indicator of the future of your business. How you deliver your story to existing and potential customers ultimately differentiates your business in a highly competitive global digital market. All processes around how you create and manage that story shouldn't be discussed in or around the water cooler. Those steps require serious contemplation in the boardroom. And maybe a good lunch to help that contemplation. And guess what? Bridging the gap between immaturity and maturity is the ultimate cure for your Digital Presence Deficiency! But capabilities and technologies are the easy gaps to close. The hard part is building a digital presence workflow that supports your purpose and then making the process changes within your organization to support the flow. Those two things are the *how* behind your digital presence. And solving it can sometimes feel like trying to bridge the Grand Canyon. But tackling those processes are really what will drive your memorable digital presence. See Chapter 4 for more on this topic.

Chapter 4

Fixing Your Digital Presence

In This Chapter

- ▶ Thinking digitally
- ▶ Creating a digital presence management workflow
- ▶ Choosing the right tools to implement your workflow

Before you can fix your digital presence, you need to understand a fundamental aspect of your company — its “digital readiness.” Many companies entered the digital world backwards. They started out as brick and mortar and found themselves compelled to adopt digital channels, like a website, to remain competitive. Because of that, they may not be fundamentally “digital-minded.” In most cases, that means a poor digital presence. In this chapter, you learn how to cultivate your organization’s “digital mindedness” and build the workflow and process to make a successful digital presence.

Thinking (And Acting) Digitally

Being digital means acting and reacting in real time. Your blog and Twitter feeds aren’t just extensions of your normal processes. Those digital touchpoints (refer to Chapter 2) are a *way of thinking* and *being*. Those who think digitally know that Twitter represents an ongoing conversation rather than an outlet for “meaningful” product announcements or press releases. The same goes for Facebook, Reddit, blogs, and any other online service that supports synchronous or asynchronous conversation (see Chapter 3). Being digital is about actively starting and participating in the 24/7/365 conversations that permeate today’s global web.

Putting digital first means that internal processes and ways of thinking must change to reflect ongoing conversations. Organizational units within companies must flatten. Cross-functional teams must rise. If a company uses a single “gatekeeper” (typically a marketing department) to monitor the conversation, then the company hasn’t done anything to truly become digital.

Ultimately then, putting digital first changes the way companies see themselves and their role in the growing digital economy. And companies that embrace digital first naturally have a powerful digital presence as a result because the importance of the components that make up that presence will be on equal footing with traditional processes. The digital conversations about the product across the Web, blogs, social media, and even large screen will be no different from newspaper clippings and press releases — except that you’re no longer talking to customers; you’re talking *with* customers.

Every company employs people who are already digital. Those employees have personal blogs and Twitter handles and actively engage both inside and outside their industry in the ongoing flow of digital discourse around the world. They are agents of change, and they represent the potential to change the fundamental nature of business.

Are you digital? Are you an agent of change? Has your company put digital first? Answering those questions will help with what’s next — defining your digital presence workflow and the processes through which you will create that content to tell your story.

Managing Your Digital Presence with a Workflow

Workflow means process. It’s a series of events that get you from starting a project to finishing it. In this case, that project is creating the content that makes up your digital presence and managing the engagement that results from users interacting with it. The following sections explain how a typical digital presence workflow works.



You might see a correlation between this workflow and your digital presence maturity that we discuss in Chapter 3. Don't worry, you aren't imagining it. There is a direct correlation between how mature your digital presence is to the processes you use to create it.

Content creation

Before you do anything else, you have to create your content. You might film a video, write your newest blog post, or design your next series of advertisements.



Your digital presence *requires* rich media! So don't think that content creation is just putting pen to paper or, in this case, fingertips to keys. The content creation step of your digital presence workflow needs to take into account all the different types of media you intend to use.

Content management

When you've been doing this for a while, you might have a pretty large collection of content. Like a library's card catalog, you must use some piece of software to manage it all. This part of your process is about identifying, naming, categorizing, and organizing your existing content.



Please don't use a card catalog. Not even libraries use card catalogs anymore.

Delivery

Once you have your pieces of content, you'll want to deliver them to your viewers or customers through a variety of different channels. This might be as simple as cutting and pasting some words into your Facebook page (and sharing a photo of the latest company tradeshow booth on Pinterest). But it can also be more complicated, such as delivering a live streaming event that needs specialized servers.

Engagement

Engagement represents an ongoing workflow step. You don't engage just a single time with a single piece of content. You engage constantly and consistently with your content across all of those digital touchpoints, changing your message along the way.

Monetizing/conversion

This part of the workflow represents a critical step for some companies. Their business depends on monetizing the content they created (or acquired through licensing) or converting the people interacting with their content into customers. In short, their digital presence makes them money.

Optimization

For every piece of content that you manage, deliver, engage through, and monetize, you need to understand and optimize its effectiveness. How well did a specific piece of content or conversation work? Should you create more content like that or do you need something else? This step in the process provides guidance for starting the workflow again with new content.

Starting Your Workflow with the Right Tools

Perhaps the biggest step you can take regarding your digital presence is in understanding and applying the right tools to your workflow (see Chapter 5). With the right tools, you can create efficiencies around how to generate, manage, and distribute the content of your digital presence. But choosing the right tools is tough. You need to have a plan. You don't want to end up in a long-term contract for a fancy blender when what you really need is a food processor.

Chapter 5

Choosing Your Digital Presence Workflow Tools

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In This Chapter

- ▶ Differentiating between integrated and separate tools
 - ▶ Building your digital presence workflow toolbox
 - ▶ Using cloud-based tools to better your workflow
 - ▶ Optimizing your workflow
-

How many screwdrivers do you have sitting around the house? Notice how they all accomplish a similar job, but each one has differences that make it better for some tasks and worse for others? Some are smaller, others thinner. Some have different heads for specific screws. When you choose the tools to improve your digital presence, you must consider the different tasks at hand and bring the best tools to the job.

This chapter speaks to evaluating the tools available to you and the decision-making process to select the right ones for improving your digital presence (and keeping your budget in line as well). It's really a decision about managing a bunch of different screwdrivers or getting that fancy one you saw on QVC or HSN, the one that says it can do it all.

Using Integrated or Separate Tools

Regardless of whether your software lives in the cloud or on your own servers, you need to decide whether you can better

manage your digital presence with only a couple of tools (integrating lots of features) or separate tools for each step in the workflow. There are pros and cons to both.

Integrated tools

The value proposition with integrated tools is pretty obvious — you log in (or open) one application to manage your entire digital presence. Instead of using individual tools that might complicate your workflow, companies gather these tools into a single point of access and let you work from there. For example, you can manage your rich media from the same interface as you manage your dynamic web content, which means fewer steps for inserting rich media into your website pages.

Using a single platform to manage your digital presence also means dealing with fewer vendors (and fewer invoices). And, of course, you only need to call one number to complain if things go horribly wrong.

But integrated tools also implies that if one part breaks, the entire platform may not work. Every component links together so closely that a bug in one feature could upset the entire operation. And that stark reality means that your digital presence (and all the engagement you are carrying out with those tools) could be left high and dry until the entire platform is fixed.

Separate tools

There's no doubt that using separate tools to manage each step in your digital presence workflow makes matters more complicated. Different tools come with different logins and more effort to keep your digital presence consistent, because the tools may not work together in the same manner as a more integrated solution. You also must foster relationships with multiple vendors.

With that said though, there are benefits to having separate tools. First, there's no chance that the failure of one tool will prevent others from working. For example, if the software you use to manage and publish videos has a bug, that bug doesn't prevent you from continuing to manage and publish content on your website.

Integration of another color

Even separate tools can work together so long as they support APIs (application programming interfaces). APIs connect software programs via code rather than graphical interface. You can hook two different software programs together by building *middleware* (software designed to bridge APIs from one program to the APIs of

another). One program interfaces or shares data with another program through the middleware that brokers communication between the two via their separate APIs. Voila! You now possess tools that might never have been intended to work together operating seamlessly. Now if we can just figure out world peace. . . .

Second, companies that make single-purpose tools tend to make them the best. Or at least they try to. And that's because they are only focused on the features that make up their tool. A company focused on making a single platform with features that span the entire workflow may not have the resources to focus on each tool separately.

It's not Colonel Mustard in the study . . .

There's no real solution to the question about using integrated versus separate tools. It really depends on your own preference. Evaluate your needs, the available tools, and of course your budget before making a final decision. And remember to factor in how and where you'll be using these tools. If you have remote employees, cloud-based platforms may be the best way to go. However, if you keep everybody close to home and need to address only a couple of specific tasks, a local software tool may be more practical.

What's in Your Shiny, New Digital Presence Toolbox?

Integrated versus stand-alone aside, building and managing your digital presence requires a standard set of tools, as

shown in Figure 5-1 that map to the steps in your digital presence workflow that we discuss in Chapter 4.

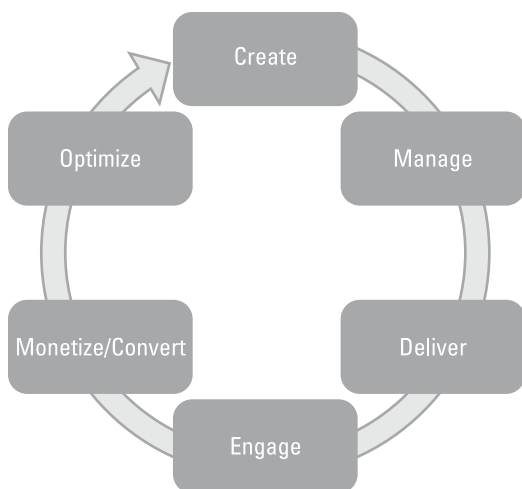


Figure 5-1: A standard set of digital presence tools.

Websites/content

Website management tools provide you with a way to manage your website, any microsites you create for marketing campaigns, and even global web properties. This tool integrates with your web server to publish and manage your web properties in real time. Well, at least that's what you want it to do. This tool should enable you to create a dynamic, personalized experience for your web visitors.

What is responsive design?

Responsive design is the new buzzword in websites. It means a single design that automatically adjusts to different screen sizes (like tablets and mobile phones). When your

viewers check out your website while they're on the go, they don't get a website made for their desktop jammed into the little screen of their phone. It's a good thing.

Rich media (video)

If you want an inspiring digital presence, you must use rich media. And right now, the most interactive and engaging kind of rich media is video. It's been proven time and again that when you incorporate video into your websites and content, page views and time spent increase dramatically. This tool helps you manage and distribute that video to your website, YouTube, Facebook, and other locations.

Mobile (sort of)

More and more of your customers or visitors use their mobile devices throughout the day. They compare prices. They watch video. They interact with media. Mobile isn't really a tool itself, but it is built into all of the other tools. What that means is that whatever tool you use for rich media and web content management automatically makes your video playable on all sorts of mobile devices. Now that's cool.

Delivery and performance

If you can't get your digital presence everywhere in the world (and fast), you end up doing more damage than good. This tool (or in most cases, service) ensures that your website, your video, and all the other elements in your digital presence are available where your users are.

The impact of video

According to Marketing Sherpa, December 2011, enterprise search provider Attivio found that pages with video attracted two to three times as many monthly visitors, doubled time spent on-site, and

achieved a 157 percent increase in organic traffic from search engines. If you are already using video on your site, you are probably nodding your head right now.

It's a multi-screen world

In April of 2012, Google published a research study carried out with Ipsos and Sterling Brand. This report titled “The Multi-Screen World” uncovered a trend in consumer behavior toward using multiple devices to consume media every day. What’s more, the reports found

consumers using multiple devices simultaneously (like using an iPad while watching TV) and even starting activity on one device (like watching a video on a phone) and finishing it on another. What does this mean to you? Your digital presence needs to be everywhere and on every device.

Social engagement

Engagement lies at the heart of your digital presence. And that engagement primarily occurs through social networks. But understanding what content is most effective in generating that engagement is tough. That’s where social engagement tools come in. These dashboard-like interfaces integrate with your social networks to provide detailed insight into your activity. These kinds of tools (sometimes integrated into web or video content management) also include publishing tools to create that next great social post.

Optimization

Much like the mobile element, this isn’t necessarily a set of tools (although there are some really nice data dashboards out there) but rather a feature of all the other functions. Each tool in your digital presence toolbox should provide insight about how users are consuming and interacting with specific digital touchpoints — web traffic and site visitors, time spent watching videos, delivery statistics, engagement across social networks, and other measures.

Why the Cloud Kicks Butt

Just as you need to make a decision about integrated versus separate tools, you also need to consider whether you want

those tools installed on some computer in your network or available in the cloud. And being in the cloud is amazing. Not only does cloud-based software provide significant workflow efficiencies, but you gain operational benefits as well when using a service provider that operates cloud-based software. Check out some of the benefits in the following sections, like anytime/anywhere access and not having to update software. Ever. Again.

Anytime, anywhere access

When your software is in the cloud, it's available to you from any computer or any device with a web browser. That means that you don't have to establish a VPN connection to your corporate network to change pages on the website (or file a ticket with your help desk).

Supporting team members worldwide

Because the software is in the cloud, it's easily available to team members whether they're in the same office or half-a-world away. All they need is a browser and an Internet connection.

24/7/365 Availability

When you install software on your server, it's only available as long as the server (and the connection to get to that server) remains available. When your software is in the cloud, it's available all the time through built-in redundancies.

No software to upgrade/update

When you install software on your servers or a computer, you are responsible for maintaining it. That means that you must update to the latest version or install patches to fix bugs. And that process can create speed bumps in your workflow and encourage internal strife as it becomes another burden for IT.

Managed availability

Even if you put your software into the cloud yourself (like in Amazon EC2), you are still responsible for maintaining its availability. But when your software is provided by a cloud-based provider, they are responsible for making sure that your tool is up and running all the time. Yippee!

Workflow? Check. Tools? Check! People? Ummm . . .

Okay, time for a sanity check. You've recognized your DPD. You've identified your purpose, put together a content plan for your touchpoints, and measured your digital presence maturity. That's led to building a digital presence workflow and redefining the internal processes by which you create, deliver, and optimize your digital presence. You even may have started searching the Web for the best tools for your processes and your purpose.

That deserves a big golf clap because, ultimately, you've addressed two of the three Ps we outline in Chapter 1:

✓ Process

✓ Platform

Unfortunately, you're still missing the key ingredient. The one element that can make or break all of the time you are investing in making your whole digital presence a work of art.

People. You need people. Everyone in your company. Check out Chapter 6.

Chapter 6

Putting Your Digital Presence First

In This Chapter

- ▶ Helping your team take the first steps
 - ▶ Exposing your current processes
 - ▶ Enabling your brand ambassadors
 - ▶ Aligning all your components to your digital presence workflow
-

You've got tools. You've got workflow. But you haven't tackled the most critical ingredient — people. If your team isn't on-board with the workflow and process (all the way from executives to front-line salespeople) your digital presence will be like serving apple pie without the apples.

In this chapter, you come to understand how people fit in with the tools and processes you define elsewhere in this book. This learning process includes finding out how your team currently functions from initial acceptance to implementation and evaluation.

Putting One Foot in Front of the Other

Enlisting the foot soldiers in your battle for digital presence supremacy involves three simple steps. Following these steps ensures alignment. Sure, you can just go out and conscript people in your organization to participate with creating, publishing, and distributing your story, but if they don't feel

engaged, you'll soon find your digital presence pinned down by enemy fire.

- ✓ **Expose the process:** How is your digital presence created and delivered now, and who is involved? What are the approval processes and who engages with customers?
- ✓ **Enable brand ambassadors:** When your business puts its digital presence first and embraces being digital, everyone in the organization can potentially represent the brand in digital conversations.
- ✓ **Align to your workflow:** Once you know the purpose of your website and the people who have been making it happen, you can align everything to your digital presence workflow. This process is like building a Lego set according to the directions rather than whatever comes to mind (come on, you know you've done it).

Knowing What Your Team Does

The first step to embracing the people side of your digital presence is exposing the processes currently used to publish and distribute content:

- ✓ Who are the people involved in creating and publishing the different parts of your digital presence (including your website content, Facebook posts, Tweets, and so on)?
- ✓ What are those people using to accomplish their jobs? If you haven't figured out the tools that you're going to use, check out Chapter 5 so that you can align your tool selection and strategy with the people who are going to do the work (no sense in getting a Lamborghini if no one can drive a stick shift).
- ✓ How does your team create or publish content? Outside of the tools they use, what are the processes they follow? For example, do they need content approval? Do you have corporate-sponsored Twitter handles and blog URLs?
- ✓ Why is your team doing things the way they are? This question challenges people and the way they currently perform these tasks. You aren't challenging their work ethic, you simply need to understand why things are being done the way they are (especially as you craft new processes for your workflow).

Once you've exposed your internal processes, you can integrate them into your new digital presence workflow. But, more than that, you'll have identified the first wave of your brand ambassadors.



Everybody does their job because of a purpose. You just have to identify the purpose and how it fits into the digital presence workflow you want to build.

Sending Your Ambassadors Out into the World

In the digital world, everyone (including your employees) can have a blog, a Facebook Page, or a Twitter account — just like your business can. In fact, you may find in your exploration of the internal processes that some of your employees actually have a more defined digital presence than your business has.

But don't get jealous. Until you investigate, you can't know who in your organization is going to be good at engaging with customers. It may be Lou in finance or Jennifer in sales.

The traditional concept that prevents anybody but the marketing department from interacting with customers must break down (as discussed in Chapter 4, that's *thinking* and *acting digitally*), just as the digital world allows customers to speak just as loudly as more established companies and media outlets. In today's digital world, everyone can have a voice.

In your new digital presence workflow, everyone has the potential to engage with the customer. Put together a program that actively enables people throughout your organization to have conversations through your digital touchpoints (obviously dictating who and when as part of your refined workflow). You can empower everyone with a place in your new digital presence.



You don't have to give everybody free reign; you just have to find the right place in the workflow for your employees to use their natural voice and passion for the job at hand.

Getting Your Ducks in a Row

Lastly, you must align everything to your digital presence workflow. That means doing the following:

- ✓ **Designing a workflow that supports your purpose.** In Chapter 4, we talk about the digital presence workflow steps: content creation, content management, delivery, engagement, conversion/monetization, and optimization. With this workflow, you build and manage a digital presence that supports what you want to accomplish in the digital world (check out Chapter 2).
- ✓ **Making sure that each workflow step has a proper tool.** Some steps (content creation and content management, for example) might be covered by one tool. But it's critical that you cover all the workflow steps (and your internal processes) with the proper tool.
- ✓ **Assigning responsibility across the organization for content developed during workflow steps.** This is back to people. If the people haven't bought in and aren't feeling responsible, your digital presence will be a house of cards.

Putting Everything in Line

At this point, you've probably got a few months of hard work in front of you identifying tools, exposing processes, and obtaining buy-in. But you've done it and you have the three Ps in place (refer to Chapter 1):

- ✓ You know your purpose (and process) — what you are trying to accomplish with your digital presence and how you will accomplish it.
- ✓ You've identified a platform — whether or not you have actual software to map to your workflow isn't the point. You know what you have to go out and get.
- ✓ You have your people onboard — the most important part of your digital presence, the people, are part of the process and ready to make it memorable.

Chapter 7

The Successful — and the Unsuccessful — Digital Presence

In This Chapter

- ▶ Understanding the story you tell
 - ▶ Making sure you're telling your story the best possible way
 - ▶ Finding out what not to do from well-known marketing failures
-

You're feeling pretty good about yourself. You've got this whole digital presence thing under control, right? Well, almost.

This chapter addresses the meat of your digital presence, which is the content, also called *your story*. The content you create and publish through your digital touchpoints (refer to Chapter 2) is what tells your story by connecting everything together to create a narrative about your business, your products, and the people who use those products.

It's All about Storytelling Now

In days gone by, communicating with customers was about advertising on television, in magazines, even via websites. The marketer's goal was to *tell* the customer about their company's product. But the pace of the world has accelerated and taken away your customer's time and attention. There's so much noise in the market today that your customers can't hear your message anymore. Even if you're screaming at them about it.

You need to shift away from the old advertising model, where you tell the customer about your product. Now, you can differentiate yourself by weaving a great story about more than just a product or service. In today's world, advertising gives way to storytelling.

What Makes a (Business) Story "Good"?

If you ask this question at your next cocktail party, you might get a lot of different answers. That's because a story is a lot of different things to different people. Some commonalities do exist, however, that make one story good and another one bad, especially when companies use them to connect with consumers.

Good business stories form a pyramid (see Figure 7-1), one of the most stable structures you can ever build. Are you building your stories on a pyramid or are they more a house of cards?

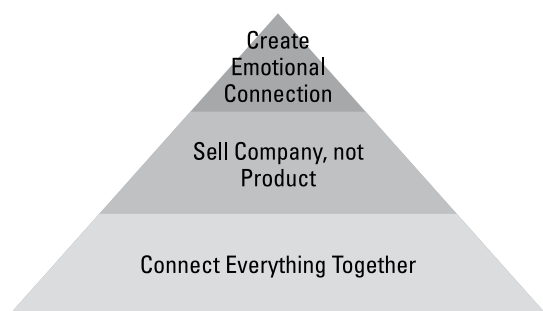


Figure 7-1: A business story pyramid.

A good story creates an emotional connection

Recent neurological research has shown that when people read a story written with a standard *narrative arc*, which is the plot construction in a story, certain chemicals are released in

the brain. That means that there is a biological reaction to the story. You may not be thinking about generating such a physical reaction when you plan your campaign, but remember that the narrative of a good story appeals to your customers and loyalists. Even the tried-and-true example of “we recognized the problem, we researched the problem, we fixed the problem” gives the customer something they can work with.

See the nearby sidebar for more about the narrative arc.

A good story sells the company, not the product

The biggest mistake that companies make when they branch into the digital space is to keep talking about their product. But that strategy doesn’t create an emotional connection between the consumer and your story. After all, who can get excited about a pencil, or a trashcan, or dish soap when it’s presented by itself?

That’s why a good business story focuses on your company and its brand. The story talks about your product, but only as a prop in the overarching narrative.

The traditional narrative arc

Aristotle declared that plays have the consistent structure of a “beginning, middle, and end.” Centuries later, Gustav Freytag, a German dramatist and novelist, gave Aristotle’s structure some real meat with a “narrative pyramid” that diagrammed the five main stages of a story and eventually evolved into a broadly applicable structure directed toward narratives. Freytag’s narrative arc looks like this:

- ✓ Introduction/exposition
- ✓ Rising action
- ✓ Climax
- ✓ Falling action
- ✓ Dénouement (resolution)

You don’t have to write the next masterpiece of stage or screen, but it’s a good idea to structure your story in a compelling way. Everybody loves a good story.

OMG! You mean I should have paid attention in math class?

The *transitive property* that you learned in grade school (the one you swore would never apply to real life) actually has relevance in this story architecture. The property is simple: if $a = b$, and $b = c$, then $a = c$. So, apply that property to your storytelling. If your marketing approach equals storytelling (with people using your

product) and your storytelling (with people using your product) equals an emotional connection, then your marketing approach equals an emotional connection. But you must provide a compelling story as the glue that brings everything together in order for this to work.

A good story connects everything together

Businesses that are all about telling consumers about their product or service aren't worried with connecting their story. They just want volume — as many banner advertisements as they can get and the same content pushed to every channel they can reach (like their website, Facebook Page, Twitter feed, and more). Different channels, including mobile, just mean more opportunities for them to *broadcast* their tale. It's a broadcast mentality.

But when you're delivering a story, that approach doesn't work. Every message that you publish to different digital touchpoint must connect with all the other messages. And you can't just push out the same content everywhere because each digital touchpoint has a preferred content type (whether it's length of text or type of media). Delivering the right content type to the right channel ensures a better engagement with the consumer — and a better experience with your story.

Knowing When Your Story Stinks

For whatever reason, some stories don't create an emotional connection with users. When that happens and in order to fix the problem, you have to take a hard look at your narrative,

how you're delivering it, and where you are publishing it. The following sections cover some of the worst "marketing stories" ever and an analysis of the pitfalls that dragged them into the foul darkness of unsuccessful storytelling.

7UP

In the 1950s, 7UP ran an ad that suggested mothers give their babies 7UP instead of milk or formula. That ad shared information about 7UP's pure and wholesome ingredients that were supposedly good for babies and suggested mixing milk with 7UP to encourage drinking.

You simply can't tell a story that doesn't make common sense. Processed and refined sugar instead of formula? Regardless of the timeframe when this happened, the concept applies today. Don't make stuff up. It won't serve you well.

Chevrolet

When General Motors teamed up with NBC's *The Apprentice* to promote the Chevy Tahoe SUV in March 2006, the ad campaign included an opportunity to let viewers build their own commercials on the Web. Promotional spots on the show directed viewers to ChevyApprentice.com where viewers could build ads using GM-supplied video and music and add their own creative text. But instead of getting loving messages about the Chevy Tahoe, hundreds of videos appeared portraying the SUV as a gas-guzzling urban assault vehicle for environmentally irresponsible yuppies. After a couple of weeks of abuse, GM scrubbed the videos from its site.

The Chevy advertisers tied user voices into the storytelling process, but the campaign focused on the product (to which there was not enough emotional connection). Perhaps GM would have been better off asking the user to piece together a story with some stock footage, leaving the product as a prop in the narrative rather than as the center of attention.

Disney

In April of 2005, Kroger and Disney launched the Old Yeller brand of dog food. *Old Yeller* is a heartwarming story about a

boy and his dog. However, the story has a tragic ending when the boy is forced to shoot Old Yeller after the dog contracts rabies. You can imagine why Old Yeller dog food didn't last long!

Mars, Inc.

Mars redesigned its Skittles website to function as a Twitter page in March 2009, including new updates for every Skittles-related Tweet. This page received praise at the time for being innovative, experimental, and brave. Skittles engaged with customers who may not normally have visited their home page and traffic increased dramatically. However, the success proved short-lived and interest dropped off quickly. Ultimately, the site failed to engage with customers or offer them enough content of value. Skittles didn't actively participate in the online Twitter conversations, opting to merely aggregate Tweets. Pranksters also added vulgar language and profanities to the Skittles Twitter feed, forcing the Mars family to abandon the campaign.

An endless stream of Tweets doesn't tell a story, and focusing an entire website on Tweets confuses the user who expects different content from a website than they do a Twitter feed. You must keep digital touchpoints separate but connected by content. Had Skittles taken more of an effort to present people connected to the Mars Skittles brand rather than focus on a round, colored (and admittedly delicious) piece of candy, they may have seen more long-term success.

Evaluating the Common Failures in Bad Stories

What's the connection between all of these campaign failures? Take a look.

- ✔ **Not connecting to any kind of overarching story.**
Although Mars combined social media with their website, effectively merging two digital touchpoints, they never really told a story on either one.
- ✔ **Marketing on innovation rather than quality content.**
Turning your website into a Twitter feed may look

innovative, but it doesn't really accomplish anything. Use content to tell your story and leave the flashy stuff to the amateurs.

- ✓ **Focusing on shock value as a substitute for a quality narrative arc.** You can't emotionally connect with a campaign when you are too busy fighting off feelings of nausea or discomfort (whether it's because of the subject material or, in the case of Chevrolet and Skittles, because of what other users do to the story environment).

When Stories Shine . . .

What about the flip side? What does it look like when a company “gets it”? You don't have to look much further than the Coca-Cola Company.

In late 2012, Coca-Cola revamped its entire website. The CEO challenged the company to bring *Journey*, a magazine they published internally to tell the “Coca-Cola story” from 1987 to 1997, into the digital world. The team tasked with this mission wondered why they should keep the Coca-Cola story to themselves, and so . . .

Coca-Cola Journey was born.

The new website features articles on subjects like entertainment, the environment, health, and sports. Coca-Cola Journey even serves up longer stories as “features” similar to how magazines play up cover pieces. The site also incorporates a variety of different media types, including video, audio, photos, and blogs.

The company pursued the goal of becoming a credible source on subjective content (for example, obesity). In their words, “the digital communications and social media team has been re-formed in the last year to look more like an editorial team at a long-lead magazine with a production schedule and an editorial calendar.”

This new website is a great example of a digital presence based entirely on storytelling. Although the product is featured throughout the site, it is done so through individual narratives featuring customers and organizations. For example,

one video that they produced about people making positive changes in the world only occasionally featured the products. What's more, the site is built with a responsive design so that it looks great on mobile devices.

Check it out at www.coca-colacompany.com and read the story about the story at www.nytimes.com/2012/11/12/business/media/coke-revamps-web-site-to-tell-its-story.html.

Chapter 8

Ensuring a Solid Digital Presence Future

In This Chapter

- ▶ Performing frequent digital presence checkups
- ▶ Maximizing opportunities to make sure that your story sticks
- ▶ Monitoring your story so it doesn't stink

Improving your digital presence and shifting from advertising to storytelling isn't a "set it and forget it" strategy. This concept represents a lifelong change to your business strategy. In the Coca-Cola example in Chapter 7, the Coca-Cola Company plans to spend millions of dollars over many years. If you stop thinking digitally and stop engaging 24/7/365 with compelling narratives, you'll be suffering from Digital Presence Deficiency (DPD), big time, and in no time at all!

This chapter helps you stay on the right track with your digital presence and ensures that you can continue to tell your story in the best way possible. Here, you find out how to monitor your story, make the best changes possible, and stay away from common traps and pitfalls.

Checking Your Digital Presence (Often)

Applying the digital presence maturity model (refer to Chapter 3) is a great way to continually monitor your progress in key capability and technology areas. Rather than waking up one day and realizing that you are suffering with DPD (see

Chapter 1), you can use the maturity model to perform a quarterly checkup. Of course, if no one has been working toward increasing your digital presence maturity between checkups, you'll face a huge amount of work each quarter. Here are three best practices for ongoing assessment:

1. **Set objectives.** When you first looked at your digital presence maturity, you set objectives. Where are you now and where do you want to be? Those objectives represent excellent targets to which you can hold people accountable. Every time you meet to evaluate your digital presence, check progress of meeting the objectives from the last evaluation.
2. **Hold people accountable.** If people don't own elements of your digital presence, then no one is responsible for its maturity. That lack of ownership leads to lots of finger-pointing that does no one any good. Carve up your digital presence workflow and assign it to your team of people.
3. **Define success.** The biggest issue with marketing departments is the fear of metrics. Why? Because the data might show you what you don't want to see — that all of your hard work and money don't amount to anything. You need to set clearly defined success criteria for each element of your digital presence. Likes? Followers? The number of site visitors? However you set them, be concrete.

Making Your Story Stick

The biggest question that most marketers ask as they start to fashion their stories is “How do I make it stick?” Although there aren't any hard-and-fast rules, you can put some general principles (based on real-world experience and on-going research into digital marketing) into practice.

Combine media

If you use a single type of media, your story will get boring. You need to mix it up to create variety. Some written, some audio, some visual, some all of the above.



Even video gets boring after awhile if that's all you're publishing so spice things up by using a variety of approaches.

Make it fun

Gamification (the process of turning user engagement into a game) includes prizes, bragging rights, and, most importantly, sharing. There's no better way to get users to share your story than to link prizes to it. How about "submit your own ending to this story for a chance to win an iPad"?

Avoid socially/politically charged stories

Writers sometimes use shock value to try to connect with their readers. Unfortunately, as is the case with many failed examples of storytelling (see Chapter 7), this approach often backfires. Choose how you proceed carefully.

Actively engage with users

Although modern businesses are becoming publishers and telling stories (like Coca-Cola), they sometimes fall into the trap of broadcasting (not like Coca-Cola). The publishers create a really great story but push the same content to every digital touchpoint. If the content isn't what's expected (publishing an 800 word blog as a Facebook post), then you can actually undermine opportunities for engagement. And digital presence is all about engagement. If your users form emotional connections with your story, you'll never have a better opportunity to engage with them. Your users will *want* to talk with you about, well, themselves (and hopefully not the poor customer service they got).

More, not less

It doesn't cost you anything to create and publish a bigger story (well, maybe if you're shooting a lot of video). So, don't skimp. Instead of just one story, tell a dozen stories with a dozen different characters all using your product.

Keep it fresh!

This is all about your refrigerator (refer to Chapter 3). You have to keep re-stocking it. If you leave the same food in there for months (or the same content on your website), something will start to stink. Write new content often. Your website may need less frequent updates than your Facebook Page or your Twitter feed. Think about the expectations of the touchpoint and keep your content flowing appropriately.

My Story Stinks So How Do I Fix It?

We can't give you any definite rules for making your story better, but what you need to know is how to recognize when your story isn't doing well.

Measure, measure, measure (and measure some more)

Take a look at weblogs. Look at your site and social engagement analytics. If you've been following the processes throughout this book, you might already have an optimization component to your digital presence toolbox. If so, use it. If you start to see a downward trend in time spent on pages or conversations, you know that something is wrong.

Ask your customers

Take your question to your customer base. Create a survey. Offer some rewards. Find out from your target audience whether your story resonates with them.

Test with more content

The beauty of the digital world is how quickly you can distribute new content and measure response. In the Web world, this is called *A/B testing*. Go overboard. Perform A/B/C/X/Y/Z testing to find out what content is really working.

Chapter 9

Ten Super-Secret Digital Presence Insights

In This Chapter

- ▶ Understanding the change to a digital-first mindset
- ▶ Implementing new technologies and strategies
- ▶ Leveraging all of your knowledge

The first rule about the super-secret digital presence insights is that you don't talk about the super-secret digital presence insights. We promised the Oracle at Delphi that if she gave us the insights into the future of digital presence, digital marketing, and storytelling, we wouldn't tell anyone else.

In this chapter, you get ten nuggets of information that nobody else knows right now. If you don't tell anyone, only you (and the bazillion other people reading this book) will be able to build compelling, engaging, and exciting stories to set off your business from the competition.

Your Digital Presence Changes

Just when you thought you had a handle on the whole thing, everything is about to change. But not in a bad way. This book provides you with a framework and foundation for delivering your message and engaging with your customers in this new digital world. That's not going to change. Your presence just gets faster and more interactive. If you have all the right pieces in place, you shouldn't have to worry about a thing — especially about all the trends we cover here that are really going to make your digital presence amazing!

It's All about Context

Context is content delivered based on four dimensions:

- ✓ Who the viewer is (demographics)
- ✓ What the user has done already (across a broad range of websites and services, including yours)
- ✓ What the user is doing (right now)
- ✓ Where the user is (location)

Soon, everybody will be telling their stories. You need to maximize the emotional connection between your story and the customer. There's no better way to do that than by making it personal and relevant to the user.

Implement technologies in your digital presence workflow that analyze data and shape content based on that analysis. You'll also need to write more content, including different stories, different narratives, and different characters all targeting your user types.



Wearable computing like Google Glass makes context even more relevant to consumers, especially when these devices talk to each other without any prompting. Yeah, it's a little Buck Rogers, but it's coming!

Transmedia

Transmedia storytelling is delivering a story experience across multiple platforms and formats using digital technologies. This means different parts of the story are told in different channels. Together, they all add up to a *story experience*. For example, part of a story might be on a website, another part in video, another part in a game, and even some told via text messages.

Users employ multiple devices every day, including smartphones, tablets, and computers. Their attention span is shortening so engage them by giving them an immersive, media-specific, device-specific experience with your story. Design story experiences that span devices using a variety of media that takes advantage of the specific channel.

Marketers have used transmedia stories for the past decade, mostly via Hollywood and the gaming industry. But over the next couple of years, more tools will appear that make it easier to deliver transmedia stories (for example, story experiences) by automating mobile app development, enabling rich media creation such as kinetic-animation video, and automating other device or technology-specific features.



Companies like PowToon.com enable you to quickly and easily create animated videos. There are a variety of tools coming into the market that will help you publish different media experiences easily.

Everyone Is Always On

People connect to your story 24/7/365 via social networks, web services, mobile devices, and other touchpoints. What's more, connection occurs even when people are asleep. For example, a customer writes comments to a Facebook post that may be answered while they are sleeping and picked up by their mobile phone.

Understanding that your story is possibly being accessed around the globe and at odd hours is critical to developing a pattern of engagement with your customers. This may involve automated responses and other technologies to keep the conversation going even when you aren't there!



This phenomenon is happening today, but it will continue to expand as the digital, global economy expands and connects throughout the world.

It's All One Big Device

Your customers use more devices every day. They watch video on their smartphones and their tablets. They access websites on smart televisions. They read blogs and send Tweets on their PC. But these are not independent activities. Users may start something on one device and finish on another.

Customers interact with your story on all devices. You can't afford to ignore a smartphone or a tablet. You need to tune

your story experience to make sure it's top notch on any device.

New technologies are heading your way over the next 12 months that will help users “pick up and resume” media consumption across devices. This technology includes starting video on a phone and resuming it, exactly where it left off, on some other device.

TV Time Is Dead

Consumers are no longer beholden to schedules for video. Although the concept of “cutting the cord” is a bit exaggerated, consumers increasingly watch TV *on their* schedule. They are shifting away from linear, pre-programmed video to video on their own time.

Rich media is part of your digital presence, and it's becoming more a part of every consumer's life. According to Cisco, for example, by 2016 more than 1.2 billion minutes of videos will be watched — every second! This insight demonstrates that consumers are beginning to access more and more video online.

You need to create more video, but not just video featuring your products. You should develop video that connects with your story, showing the narrative, the characters, and the narrative arc. Consumers look for video that engages them. Sure, your users want to see people using your products but remember that narrative creates emotional connection (refer to Chapter 7). The video must put narrative first and the product second.

Digital Goes Physical

The world of 3D printers is upon us. No longer are bits and bytes confined to the screen. 3D printers can bring them to life in a variety of methods.

Imagine consumers printing a 3D model of your product (or other elements of your story) and having them available to hand to other people. With new consumer 3D printers, this scenario isn't far-fetched — it's just around the corner. Blurring the difference between your digital presence and the

physical world magnifies the emotional connection between consumers and your story.

As you create transmedia stories, you identify elements within the story that can translate to physical items. Imagine users interacting with your story and being able to click on something that's sent to a 3D printer.



3D printers have historically been available only to the financial well-to-do. But they are coming down in price. It's predicted that 3D printers may be available to the mass market sometime in 2015.

Your Story, Gamified

Businesses look for any way they can to stand out from the crowd in a noisy, busy world. *Gamification*, which is the process of turning interaction into a rewards-based system, leads the charge. Rather than asking consumers to interact with your story, gamification enables you to offer them something in return (whether it's points, badges, standing, or another reward).

Gamification helps separate stories and content. It's another dimension of how you deliver your story and will help generate additional emotional connection between consumers and your brand/company. Every piece of content that you create somehow connects to the game — and to the reward system that you have enabled with your digital presence.

Consumers are still testing the waters with how they feel about having their content interaction expressed in rewards. But, let's face it; when money and prizes talk, everything else takes a walk.

It's a World of Influence

Numerous systems have appeared over the past year that measure *influence*, which is a measurement of a person's ability to affect those they interact with online and offline. These "influencers" became targets for brands and businesses wishing to have more impact within social media. If the influencer recommends it, chances are more people will take notice.

Selecting and targeting influencers will largely drive your marketing campaigns and content strategy. But remember, your marketing campaigns are delivery channels of your story.

The systems that measure influence are still trying to establish credibility. It will take a few more years for them to really integrate into the DNA of the digital world, but once they do, influencers with a high “score” in these systems (a score based on algorithmic, quantifiable measurement) will have significant sway regarding stories and brands.

The Ultimate Digital Presence Leverages All of These Insights

The businesses that succeed in the future will leverage these insights. They not only will have a solid foundation for their digital presence, by *thinking digitally*, but they also will continually embrace new trends that drive digital engagement.

In the future, the ultimate digital presence will require a workflow of people dedicated to maintaining and enhancing it. This team will be able to leverage those influencers to spread the story in ways traditional marketing can't. The stupendously successful digital presence of the future won't rely on just the company to make it fearsome. The digital presence asks its customers to take part in that as well. It's viral, pervasive, and everywhere all at once. Check out the Coca-Cola story in Chapter 7. Coca-Cola is an example of an organization that has embraced a long-term strategy to create a phenomenal digital presence.

Will you provide your customers and prospective customers with an emotionally connective experience on every device? Will your presence remain available when customers want it, wherever they are? Will your digital touchpoints remain full of stories that connect your users to your brand?

Will this digital presence be yours?

It can be. You just have to start somewhere.

Like here.

Like now.

Is Your Digital Presence Looking Like a Lump of Coal?

Kick the Shale out of it with a Digital Presence Assessment... and get the Awesome Digital Presence Diamond you Deserve!

Something about your business isn't shining. In fact, when people think about your website and your social media activity, their mental image is more a lump of coal than a diamond. Boring. Static. Old. Stale.

But don't fret!

With a Digital Presence Assessment from Limelight, you can turn that dull and lifeless Digital Presence to a gem that will blind your competition. Our team of "digital miners" can apply the heat and high pressure your Digital Presence needs through our intensive workshops that tackle everything from the business processes to the technologies you currently use to create and manage your Digital Presence. In fact, through our special Digital Presence Maturity Model we help you discover the issues that are keeping your Digital Presence looking like something only bad children get in their Christmas stocking!



Contact us today to talk about one of our multi-week Digital Assessment Workshops! Or, better yet, head on over to our website and take our mini online assessment.

 Show It.  Tell It.  Every. Way.  Every. Where.

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Create an awesome digital presence while avoiding Digital Presence Deficiency!

Consumers today can engage with your company and brand at any time from any location — via the Web, mobile devices, social media, and even TV. But is your story compelling? Is your digital presence . . . amazing? Building the best digital presence sets you apart from your competitors, and this book shows you how to implement the tools and processes to stand out in the digital economy.

- **Understand where you are right now** — *your digital presence may be deficient, and you need to understand where the issues lie*
- **Study the anatomy of a digital presence** — *analyze exactly where your customers want to interact with your company or brand*
- **Choose the right tools** — *monitor the content you publish as part of your digital presence (and what your customers say about it)*
- **Engage with your audience** — *today's marketplace doesn't push information on consumers; it engages them through your story*

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Open the book and find:

- Ways to improve your digital presence
- How to implement the right tools to publish and monitor your digital presence
- Ways to keep your digital presence current and meaningful
- Why you should involve your entire company in your digital presence

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